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Forthcoming Issues

The leading article in next week's issue is by Dale Warren, Publicity Director of Houghton Mifflin. It's called "To Send or Not to Send" and is a very careful statement of the publishers' review copy problem.

This is closely connected with the problem of the book review page for the small paper which has recently been discussed in the Weekly by George Ford Milton, and Edwin Björkman.

"Why This Aversion to Books of Short Stories?" asks Helen Moran in the December 8 issue, and if you yourself are a lover of short stories you share her wonder. Also if you are a lover of the short story, you will read Fannie Hurst's article on the short story which will appear in a January issue.

And Ellis Meyers, who has been reading Doris Schneider's article in our November 24 issue, will remind her and us and all booksellers who intend to do any advertising, or even those who've not quite made up their minds, that the A. B. A. is ready to help booksellers with the preparation of their copy.

January renews our interest in travel books. Clara Laughlin in this issue writes on travel to Europe. Within the month we shall carry an article on the new round the world cruises. Several of these cruises include Africa this year, so we shall carry a selected list of books on Africa. Soon after that we are to have an article on Spain by Herschel Brickell. Spain has been included in more and more tourist itineraries lately, and this year will attract more visitors than usual because of the Barcelona and Seville exhibitions.

January 19 is the Annual Summary Number which carries statistics of American and European book production, and other reviews of the year.